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ABSTRACT

Holland has found that his theory of vocational choice is a fair predictor of college women's vocational choices. This study investigated the applicability of Holland's theory to women employed full-time. The relationship of the criterion variables of achievement (salary) and job satisfaction to the predictor variables of homogeneity, consistency, congruency and role choice were investigated. A stratified sample of 348 women employed as factory workers, research scientists, teachers, bank employees, managers and supervisors, and commercial artists, interior decorators, writers represented Holland's six occupational types. An inverse relationship existed between homogeneity and salaries for Social and Artistic sub-groups. No relationship existed between homogeneity and salaries for the Total group or the Realistic, Investigative, Conventional, and Enterprising sub-groups. Moderately satisfied women in the Total group had significantly higher homogeneity scores than either the satisfied or dissatisfied women in the Total group. No significant difference was apparent between satisfaction and homogeneity when the group was divided into sub-groups. (Author)

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VOCATIONAL CHOICES OF SELECTED WORKING WOMEN AND HOLLAND'S THEORY

Jeanne Elder Werner

Most research studies concerning employment and psychological characteristics are based on men; if women are studied at all the emphasis is on the extent to which they differ from men. This is particularly evident in vocational development theories; however, John Holland in conducting the research for his theory of vocational choice has included representative samples of women--primarily college women. Holland has found that his theory works fairly well in predicting vocational choice of women.

The purpose of this study was to investigate the applicability of Holland's theory of vocational choice to women who were full-time employees. This was done by investigating the relationship between the criterion variables of achievement (salary) and job satisfaction and the predictor variables of role choice, homogeneity, consistency and congruency. In addition a minor hypothesis dealt with the relationship of the predictor variable of congruency and the criterion variable of mean length of time on the job.

The women used in this study were employed full-time in jobs representing each of the six different types of occupations described by Holland. The women held jobs as factory workers, research scientists, teachers, bank employees, managers and supervisors, and commercial artists, interior decorators, writers.

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These employment areas represented Holland's Realistic, Investigative, Social, Conventional, Enterprising and Artistic types respectively. The women ranged in age from 17 to 60 years. A total of 348 women comprised the stratified sample of the study.

All the women sampled by the mailed survey completed the Holland Vocational Preference Inventory and the Employed Women's Questionnaire. The data from the two instruments completed by the women were analyzed through the use of Chi-square tests, analysis of variance, a Spearman rank order correlation and a Pearson product moment correlation.

Homogeneity was defined as the difference between the highest and the lowest VPI Scale. The hypothesis that a relationship exists between homogeneity and salaries was not upheld for the Total group or for the Realistic, Investigative, Conventional, and Enterprising sub-groups while an inverse relationship, i.e. heterogeneious women had higher mean salaries than homogeneious women, existed in the Social and Artistic sub-groups. Moderately satisfied women had significantly higher mean homogeneity scores than either the satisfied or dissatisfied women in the Total group. However, when the group was divided into sub-groups, no significant difference existed in homogeneity scores among women on the satisfaction scale.

A positive correlation between the two highest VPI Scales was defined as consistency. Consistency made a significant difference in the salaries of the Total group and the Enterprising sub-group. Consistent women in these groups had significantly

higher mean salaries than inconsistant women. Consistency did not seem to make a difference in the mean salaries of the Realistic, Investigative, Social, Conventional, and Artistic sub-groups. Consistency made no significant difference in the satisfaction scores of the Total group and the six sub-groups.

Congruency occurred when the work environment and the highest VPI Scale were in the same occupational type. Congruency made no significant difference in either salaries or satisfaction scores of the Total group or of the six sub-groups.

A clear role choice made no significant difference on salaries or satisfaction scores in the Total group and the six sub-groups. A clear role choice occurred when the role choice and expressed choice or the role choice and the VPI Scale were the same.

Homogeneity, congruency and consistency appeared to have additive effects with both salaries and satisfaction scores when all three characteristics were present. However, no clear pattern of additive effects appeared to occur when homogeneity, consistency and congruency were not all present.

Only bank employees who were congruent had a higher mean length of time on the job than incongruent women in the same job. No significant difference in mean length of time on the job existed for congruent and incongruent women in the Total group and the Realistic, Investigative, Social, Enterprising and Artistic sub-groups.

Responses to the questionnaires indicated that the women viewed Holland's occupational terminology as masculine and that older women viewed younger women as having more vocational choices. It also appeared that occupational level influenced participation in this study in that fewer women in the unskilled and semi-skilled occupations completed the questionnaires.